HOT SHEE

TAKATA AIRBAG RECALL GOP/GOR

WHAT THIS MEANS FOR DEALER SALES ASSOCIATES





Places

WHAT ARE THE TAKATA AIRBAG RECALLS GOP & GOR?

The U.S. automotive industry is facing the largest safety recall in its history. On May 4, 2016, the National Highway Traffic Safety Administration (NHTSA) announced an expansion of the industry-wide Takata Airbaq Inflator Recalls. This announcement explained that Takata will, in five (5) phases across three (3) geographical zones, recall additional vehicles between May 2016 and the end of 2019. These vehicles contain Takata front airbag inflators that were manufactured without a "desiccant". Desiccant material is a chemical drying agent that absorbs moisture. For the affected Toyota & Scion vehicles, this recall only includes certain front passenger airbag inflators. Driver airbag inflators are not included.

On May 23, 2016, Toyota filed a Defect Information Report (DIR) with NHTSA identifying the vehicles involved in Phase 1 of the expanded Takata recall. Toyota informed the agency of its intent to conduct a voluntary Safety Recall on these vehicles. G0P and G0R Phase 1 vehicles included are also zone dependent. As a result, some of the same G0P and G0R Phase 1 model/model year vehicles may also be included in later phases in other geographic zones. Vehicles involved in Phase 1 are listed under designation G0P or G0R based on where the vehicle is operated or has been registered. Please refer to the phase / zone charts below for further information.

WHAT IS THE REMEDY?

Toyota is currently preparing the remedy for this condition and will provide additional information as it becomes available. The remedy, when available, will consist of the replacement of the airbag inflator or the airbag assembly, depending on the vehicle model. Please refer to www.toyota.com/recall for additional details. Consumers can also visit safercar.gov for Takata resources available from NHTSA.

WHEN WILL CUSTOMERS BE NOTIFIED?

Toyota will send interim notifications to owners with vehicles that are involved in the current Safety Recalls G0P and G0R Phase 1 during the month of July 2016. To avoid confusion, owners of vehicles that will be subject to a future phase of this expansion will not receive notifications at this time.

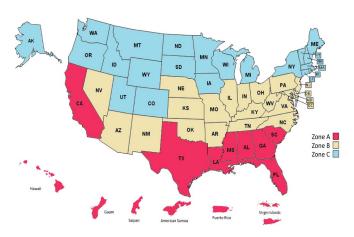
WHY ARE THERE GOP & GOR PHASES AND ZONES? WHAT ARE THEY?

Based on multiple independent investigations and NHTSA's independent expert, NHTSA has concluded that the non-desiccated frontal Takata airbag inflators do not pose an unreasonable risk to safety until they reach a certain level of propellant degradation after long-term exposure to environmental moisture and fluctuating high temperatures. NHTSA and Takata are prioritizing these phased current and future recalls in three geographic zones based on temperature fluctuations and humidity and the exposure time required under those environmental conditions to degrade the propellant to the point where it poses an unreasonable risk to safety; depending on the zone, time until unsafe propellant degradation may occur is projected at between 6 and 20 years. According to NHTSA's current order, inflators in the vehicles affected by this expansion will be recalled by the end of 2019.

ZONE A: GOP (Interim G1P): These states and U.S. territories have been identified as having high temperature cycling and humidity. Time in service until significant propellant degradation may occur is projected at between 6-9 years.

ZONE B: GOR (Interim G1R): These states have been identified as having moderate temperature cycling and humidity: Time in service until significant propellant degradation may occur is projected at between 10-15 years.

ZONE C: Future Projected Safety Recall: These states have been identified as having lower temperature cycling and humidity. Time in service until significant propellant degradation may occur is projected at between 15-20 years.



For additional information on when a vehicle may be involved in a current or future Safety Recall, or for more phase / zone information, please refer to the phase / zone summary found on www.toyota.com/recall or in the G0P/G0R Dealer Package in TIS.

These charts show Toyota/Scion vehicles identified as part of the May 2016 expansion of Takata airbag inflator recalls (previously manufactured vehicles that are under Safety Recalls GOP and GOR Phase 1 now and those that will be recalled in future phases).

■ INVOLVED IN CURRENT SAFETY RECALL ■ PROJECTED FOR FUTURE PHASE



			ZO	NE A - G0	P (Interim	G1P)					
Model						Model Yea	r				
Wiodei	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Corolla											
Matrix											
Yaris (Hatchback)											
Yaris (Sedan)											
Sienna											
4Runner											
Scion xB											
Phase			Pha	se 1			Phase 2	Phase 3		Phase 4	

			ZO	NE B - G0	R (Interim	G1R)					
Model						Model Yea	r				
Model	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Corolla											
Matrix											
Yaris (Hatchback)											
Yaris (Sedan)											
Sienna											
4Runner											
Scion xB											
Phase		Phase 1		Phase 2	Phase 3			Pha	ise 4		

			ZONE C -	Future Pr	ojected S	afety Reca	all				
Model						Model Yea	r				
Model	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Corolla											
Matrix											
Yaris (Hatchback)											
Yaris (Sedan)											
Sienna											
4Runner											
Scion xB											
Phase		Phase 2		Phase 3				Phase 4			
				_	_						

TAKATA AIRBAG RECALL GOP/GOR

WHAT THIS MEANS FOR DEALER SALES ASSOCIATES AND OUR CUSTOMERS

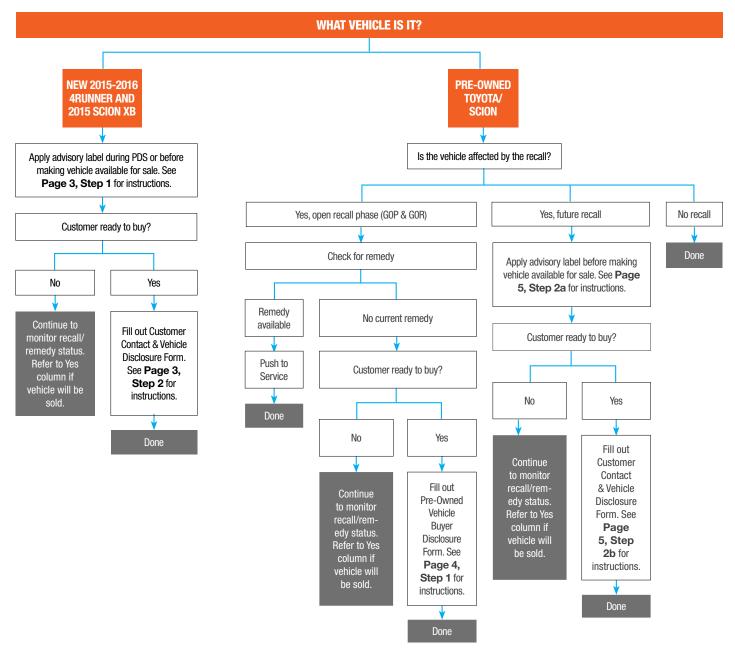






PROCESS FLOWCHART

This flowchart only applies to the May 2016 expansion of the Takata front passenger airbag recall. It does not apply to or address any other recall action. It is provided to assist dealer staff in performing proper steps.



TAKATA AIRBAG RECALL GOP/GOR

WHAT THIS MEANS FOR DEALER SALES ASSOCIATES AND OUR CUSTOMERS





NEW VEHICLE INVENTORY

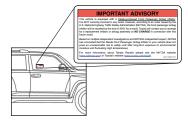
STEP ONE

WHAT TO DO WITH NEW VEHICLES IN INVENTORY SUBJECT TO A FUTURE TAKATA FRONT PASSENGER AIRBAG INFLATOR RECALL PHASE AS ANNOUNCED IN MAY 2016

For all NEW 2015-2016 model year 4Runner and 2015 model year Scion xB vehicles in transit and/or in dealer inventory that will be subject to a future Takata recall phase, Toyota expects dealers to apply an advisory label to the passenger front window during PDS or prior to making it available for sale. Based on the number of new vehicles in your inventory and in-transit to your dealership, Toyota has already provided an initial quantity of advisory labels to support this process.

Toyota is working to apply these advisory labels at the ports and processing centers prior to delivery to dealers; however, you may continue to receive vehicles without this advisory label for several weeks.

If the provided quantities are not enough to support dealer inventory, additional quantities are available at the Material Distribution Center (MDC) in packs of 20 (1 pack = 20 advisory labels) at no cost. As with many MDC items, shipping charges do apply and expedited shipping is available at an additional cost. To order online visit https://portal.toyotamdc.com or call (800) 622-2033, referencing MDC #: 00411-TAKINF-TOY.



LABEL APPLICATION INSTRUCTIONS:

Please apply the label to the inside of the passenger's front window as illustrated.

STEP TWO

WHAT TO COMMUNICATE AND COMPLETE WITH BUYERS OF NEW VEHICLES LINKED TO A FUTURE RECALL PHASE

Some new vehicles in dealership inventory are affected by the May 2016 expansion, but will not be recalled until the end of 2019. Please refer to Page 1 for vehicles and timing.

As part of our Customer First commitment, Toyota expects dealers to use the Future Phase - Customer Contact & Vehicle Disclosure Form (Refer to your GSM or find it in the G0P/G0R Package on TIS) to obtain preferred contact information from the vehicle buyer and advise them of the fact that the vehicle will be subject to a recall related to the Takata front passenger airbag inflator by the end of 2019. Specifically, the form:

- Helps ensure that Toyota has preferred contact information so Toyota or the dealer can contact the customer when the future recall occurs and the remedy becomes available, as appropriate.
- 2. Advises the customer that:
 - a. The vehicle listed below is equipped with a Takata-produced front passenger airbag inflator.
 - b. The passenger airbag inflator in this new vehicle is NOT subject to a current recall but will be in the future
 - c. Based on multiple independent investigations and NHTSA's independent expert, NHTSA has concluded that the vehicle's Takata front passenger airbag inflator does not pose an unreasonable risk to safety until after long-term exposure to environmental moisture and fluctuating high temperatures.
 - d. NHTSA and Takata are prioritizing the Takata airbag inflator recalls based on when affected inflators are likely to pose an unreasonable risk to safety, considering several factors, including time, temperature and environmental moisture in the operating location.
 - e. More information can be obtained on Toyota's website (www.toyota.com/recall).

After explaining the above points, Toyota expects dealers to:

- 1. Obtain vehicle buyer information by having the customer complete the form.
- 2. Create and provide a copy of the completed form to the vehicle buyer. Retain original for step 4.
- 3. Provide vehicle buyer with a current copy of the Toyota Q&A for the Takata Recall (Q&A found on www.toyota.com/recall).
- 4. Keep the completed form on file at the dealer and send a copy to quality compliance@toyota.com.

	CUSTOMER CONTACT & VEHICLE DISCLOSURE FORM to Front Passanger Airbag Inflator – Future Safety Recall Applicability
are confident you will en	aring Toyota - we're pleased that you're about to become part of the Toyota family ar njoy your driving experience! As part of our Customer First commitment, we want to make use and ensure that we have your preferred contact information so that we can contact yo
inflator. It IS NOT curre Highway Traffic Safety a end of 2019. As a resul	The whicks listed below is equipped with a Takata-produced frost passenger arbitry involved in any recell. However, according to an order issued by the U.S. Nationard Administration (NeTLSA), the vertical's foot possenager arbag inflator will be recalled by the K. Toyde and (context just to arrange for a replacement finisher or arbag assembly at M. with this future recall—and that's why we want to make sure we have your preferre.
vehicle's Takata front p	pendent investigations and NHTSA's independent expert, NHTSA has concluded that if exsenger airbaig inflator does not pose an unreasonable risk to safety until after long-ter tall modulus and fluchasting light temperatures.
and environmental moi	prioritizing the Takata airbag inflator recalls, considering time in operation, temperatur sture, which depends on a vehicle's operating location. You can obtain more information vehicle (www.safecar.gov) or Toyota's website (www.toyota.com/recalls)
Customer Name	Customer Email
	Customer Email Home Phone #
Customer Address	Home Phone # Mobile Phone # Date
Customer Address Please provide this becomes available.	Home Phone #
Customer Address Please provide this becomes available.	Home Phone 8 Mobile Phone 8 Mobile Phone 8 Date Information as that Toyote or your dealer can entity you when the reasoning to the property of the to update your property of the to update your protection control information in the follow, visit regulator control can at \$458,275,275.
Customer Address Please provide this becomes available, communications. May have looked combane of the Customer Signature. Customer Signature.	Home Phone 8 Mobile Phone 8 Mobile Phone 8 Date Information as that Toyote or your dealer can entity you when the reasoning to the property of the to update your property of the to update your protection control information in the follow, visit regulator control can at \$458,275,275.
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Please provide this becomes available, communications. Warm 300 for combare Customer Signature Once again - thank yo bester Information	Name Prices 8 Maria Prices 9 Maria Mar

Future Phase - Customer Contact & Vehicle Disclosure Form

HOT SHEET

TAKATA AIRBAG RECALL GOP/GOR

WHAT THIS MEANS FOR DEALER SALES ASSOCIATES AND OUR CUSTOMERS





PRE-OWNED VEHICLE INVENTORY

Pre-owned vehicles in dealer inventory affected by the May 2016 Takata recall expansion may fall into two categories:

- Pre-owned vehicles in the current Safety Recalls GOP or GOR Phase 1 NOTE: Toyota Certified Used Vehicle (TCUV) policy prohibits the certification of any vehicle with an outstanding Special Service Campaign or Safety Recall. Thus, no affected units should be sold or delivered as a TCUV until the Safety Recall has been completed on that vehicle. If the remedy parts are available, dealers can apply the recall remedy, so no form is needed and the vehicle may be certified as TCUV if applicable. If the pre-owned vehicle will be sold and recall remedy parts are not available, dealers MUST use the 'Pre-Owned - Safety Recall Customer Contact & Vehicle Disclosure Form', as instructed in section 1 below.
 NOTE: The vehicle may not be certified and sold as a TCUV.
- 2. Pre-owned vehicles not currently under Safety Recalls GOP or GOR Phase 1 but which will be recalled under a future phase.
 NOTE: These cars can be certified and sold as TCUV if applicable. Dealers MUST install an advisory label and the 'Future Phase Customer Contact & Vehicle Disclosure Form' MUST be used as instructed in sections 2a and 2b below.

(1) CURRENT RECALL PHASE

WHAT TO DO WITH PRE-OWNED VEHICLES IN INVENTORY SUBJECT TO A CURRENT TAKATA RECALL (GOP OR GOR PHASE 1) WHERE PARTS ARE NOT YET AVAILABLE

Typically, Toyota expects that dealers do not deliver any pre-owned vehicles in dealer inventory that are covered by a **current** Safety Recall unless the defect has been remedied. What is different in this case is that, until remedy parts are available, delivery of a pre-owned vehicle is acceptable with the Pre-Owned - Safety Recall Customer Contact & Vehicle Disclosure Form informing the customer that the vehicle <u>is involved in a current Safety Recall</u> and that the remedy is currently being prepared by Toyota.

As part of our Customer First commitment, Toyota expects dealers to use the Pre-Owned - Safety Recall Customer Contact & Vehicle Disclosure Form (Refer to your GSM or find it in the G0P/G0R Package on TIS) to obtain vehicle buyer preferred contact information and advise the customer of the fact that the vehicle is subject to a current recall related to the Takata front passenger airbag inflator. Specifically, the form:

- Helps ensure that Toyota has preferred contact information so Toyota or the dealer can contact the customer when the remedy becomes available, as appropriate.
- 2. Advises the customer that:
 - a. The vehicle listed below is equipped with a Takata-produced front passenger airbag inflator.
 - b. The passenger airbag inflator in this pre-owned vehicle is subject to a current recall but will be remedied as soon as remedy parts become available.
 - c. More information can be obtained on Toyota's website (www.toyota.com/recall).

Pre-Owned - Safety Recall Customer Contact & Vehicle Disclosure Form

After explaining the above points, Toyota expects dealers to:

- 1. Obtain vehicle buyer information by having the customer complete the form.
- 2. Create and provide a copy of the completed form to the vehicle buyer. Retain original for step 4.
- 3. Provide vehicle buyer with a current copy of the Toyota Q&A for the Takata Recall (Q&A found on www.toyota.com/recall).
- 4. Keep the completed form on file at the dealer and send a copy to quality compliance@toyota.com.
- 5. Encourage buyers to register on www.toyota.com/owners to ensure timely communication on important recall matters.

TAKATA AIRBAG RECALL GOP/GOR

WHAT THIS MEANS FOR DEALER SALES ASSOCIATES AND OUR CUSTOMERS





PRE-OWNED VEHICLE INVENTORY (CONT.)

Sections 2a and 2b apply to pre-owned vehicles not currently under Safety Recalls G0P or G0R Phase 1 but will be recalled under a future phase, as referenced on Page 4.

(2a) FUTURE RECALL PHASE

WHAT TO DO WITH PRE-OWNED VEHICLES IN INVENTORY SUBJECT TO A FUTURE TAKATA RECALL PHASE (GOP, GOR, AND POTENTIALLY OTHERS)

For **pre-owned vehicles** in dealer inventory that will be subject to a future Takata recall phase, Toyota expects dealers to apply an advisory label to the passenger front window prior to making it available for sale. Based on the number of pre-owned vehicles in your inventory to your dealership, Toyota has already provided an initial quantity of advisory labels to support this process.

Additional quantities are available at the Material Distribution Center (MDC) in packs of 20 (1 pack = 20 advisory labels) at no cost. As with many MDC items, shipping charges do apply and expedited shipping is available at an additional cost. To order online visit https://portal.toyotamdc.com or call (800) 622-2033, referencing MDC #: 00411-TAKINF-TOY.



LABEL APPLICATION INSTRUCTIONS: Please apply the label to the inside of the passenger's front window as illustrated.

(2b) FUTURE RECALL PHASE

WHAT TO COMMUNICATE AND COMPLETE WITH BUYERS OF PRE-OWNED VEHICLES LINKED TO A FUTURE RECALL PHASE

Some **pre-owned vehicles** in dealership inventory are affected by the May 2016 announcement made by NHTSA and Takata, but will be involved in a future phase and recalled by the end of 2019. (Please refer to Page 1 for vehicles and timing)

As part of our Customer First commitment, Toyota expects dealers to use the Future Phase - Customer Contact & Vehicle Disclosure Form to obtain preferred contact information from the vehicle buyer and advise them of the fact that the vehicle <u>will be subject to a recall</u> related to the Takata front passenger airbag inflator by the end of 2019. Specifically, the form:

- 1. Helps ensure that Toyota has preferred contact information so Toyota or the dealer can contact the customer when the future recall occurs and the remedy becomes available, as appropriate.
- 2. Advises the customer that:
 - a. The vehicle listed below is equipped with a Takata-produced front passenger airbag inflator.
 - b. The passenger airbag inflator in this pre-owned vehicle is NOT subject to a current recall but will be in the future.
 - c. Based on multiple independent investigations and NHTSA's independent expert, NHTSA has concluded that the vehicle's Takata front passenger airbag inflator does not pose an unreasonable risk to safety until after long-term exposure to environmental moisture and fluctuating high temperatures.
 - d. NHTSA and Takata are prioritizing the Takata airbag inflator recalls based on when affected inflators are likely to pose an unreasonable risk to safety, considering several factors, including time, temperature and environmental moisture in the operating location.
 - e. More information can be obtained on Toyota's website (www.toyota.com/recall).

After explaining the above points, Toyota expects dealers to:

- 1. Obtain vehicle buyer information by having the buyer complete the form.
- 2. Create and provide a copy of the completed form to the vehicle buyer. Retain original for step 4.
- 3. Provide vehicle buyer with a current copy of the Toyota Q&A for the Takata Recall (Q&A found on www.toyota.com/recall).
- 4. Keep the completed form on file at the dealer and send a copy to quality compliance@toyota.com.
- 5. Encourage buyers to register on www.toyota.com/owners to ensure timely communication on important recall matters.

FUTURE PHAS	E - CUSTOMER CONTACT & VEHICLE DISCLOSURE FORM
Tak	ata Front Passenger Airbag Inflator – Future Safety Recall Applicability
are confident you will e	Sering Toyotia – we're pleased that you're about to become part of the Toyotia family injoy your driving experience! As part of our Customer First commitment, we want to m save and ensure that we have your preferred contact information so that we can contact.
inflator. It IS NOT curr Highway Traffic Safety end of 2019. As a resi	? The vehicle listed below is equipped with a Takata-produced front passenger are needly involved in any recall. However, according to an order issuade by the U.S. National Administration (NHTSA), the vehicle's front passenger airbaig inflator will be recalled by III, Toyota will contact you to surrange for a replacement inflator or with passensibly at in with this future recall — and that's why we want to make sure we have your profe
vehicle's Takete front (ipendent investigations and NHTSA's independent expert, NHTSA has concluded that assenger airbag inflator dose not pose an unreasonable risk to safety until after long-t notel moisture and fluctuating high temperatures.
and environmental mo	e prioritizing the Takata airbeg inflator recalls, considering time in operation, temperatisture, which depends on a vehicle's operating location. You can obtain more informal website (evws.valencer.gov, or Toyota's website (evws.hyota.com/secall).
	nat you register with the Toyota Owners Community at http://www.toyota.com/owners/ applicability using <u>www.toyota.com/recall</u> or <u>www.safercar.gov</u> . You will need to input y cation Number (VIN).
This is My Preferred 0	
This is My Preferred 6	Contact information Customer Email
This is My Preferred 6 Customer Name	
This is My Preferred 6 Customer Name	Customer Email
This is My Preferred 6 Customer Name	Customer Email Home Phone #
This is My Preferred of Customer Name Customer Address Please provide this becomes available, communications. If	Customer Email Home Phone # Mobile Phone #
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Future Phase - Customer Contact & Vehicle Disclosure Form



TAKATA AIRBAG RECALL GOP/GOR WHAT THIS MEANS FOR DEALER SALES ASSOCIATES

AND OUR CUSTOMERS





COMPETITORS ARE ALSO AFFECTED

The Takata front airbag inflator recall impacts Toyota/Scion and multiple other automotive manufacturers. For consumers that may be crossshopping Toyota, we encourage you to discuss this information with them to compare affected Toyota vehicles with related vehicles from other automotive manufacturers. For additional information on the Takata Safety Recall and affected vehicles by other manufacturers, consumers can visit safercar.gov.

WHAT TO DO IF CUSTOMERS OR MEDIA HAVE QUESTIONS

MEDIA CONTACTS

It is imperative that all media contacts (local and national) receive a consistent message. If any media contact your dealer, please direct them to the Toyota Motor Sales Media Line at (310) 468-5297.

CUSTOMER CONTACTS

Customers who receive the owner letters in July 2016 or hear about this condition on the news may contact your dealership with questions regarding the letter and/or the Safety Recall. Please welcome them to your dealership and answer any questions that they may have. Always refer to the Toyota Customer Frequently Asked Questions for the Takata Safety Recall found on www.toyota.com/recall to assure a consistent message is communicated.

Customers with additional questions or concerns are asked to please go to www.toyota.com/recall or contact the Toyota Customer Experience Center (1-888-270-9371) - Monday through Friday, 5:00 am to 6:00 pm, Saturday 7:00 am to 4:00 pm Pacific Time.

Toyota would also like dealers to encourage customers to register their vehicle on www.toyota.com/owners to ensure timely communication on important recall matters. This is one way Toyota ensures up-to-date contact information for consumers and vehicles by VIN. Toyota also recommends that you suggest customers regularly check recall applicability using www.toyota.com/recall. Customers will need to input their 17-digit Vehicle Identification Number (VIN).

For additional information on the Takata Safety Recall, consumers can also visit safercar.gov for Takata resources available from NHTSA.

For information about vehicles subject to the Takata inflator recalls announced before May 2016, please refer to prior Dealer Communications and/or www.Toyota.com/recall